What is claimed is:

1.　An information searching apparatus for searching location information that represents the location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, comprising:

a creating unit creating a database for storing location information of predetermined content information of which the location on the network is unpublished; and

a searching unit for searching the database for a keyword that is input to a search keyword input field of a predetermined web page browsed with the user's terminal apparatus.

2.　The information searching apparatus as set forth in claim 1,

wherein the content information whose location information is unpublished is award entry information.

3.　The information searching apparatus as set forth in claim 2,

wherein the web page contains a keyword with

which the location information of the award entry
information is obtained as a search result of said
searching unit.

5   4.   The information searching apparatus as set
forth in claim 3,
     wherein when a plurality of records of the
location information are obtained as the search
result corresponding to the keyword, said searching
10   unit   outputs   rankings   corresponding   to   the
correlation of content information represented by
the location information and the keyword, and
     wherein the award entry information is highly
correlated with the keyword contained in the web
15   page.

     5.   The information searching apparatus as set
forth in claim 4,
     wherein the award entry information contains
20   an input field in which the keyword is input and is
described in HTML (HyperText Markup Language), and
     wherein the award entry information is highly
correlated with the keyword contained in the web
page in such a manner that the keyword is contained
25   in a portion defined in a META tag described in

HTML.

    6. The information searching apparatus as set forth in claim 2,

    wherein the web page contains an award entry keyword,

    wherein the award entry information is a web page containing an award keyword input field in which the entry keyword is input, and

    wherein the apparatus further comprises

    determining unit determining whether or not the award entry has been performed by inputting the entry keyword in the entry keyword input field.

    7. The information searching apparatus as set forth in claim 3, further comprising

    a search entry summing unit summing the number of entries for each keyword that have been input in the search keyword input field and searched by said searching unit.

    8. An information server, connected to a network, for transmitting stored information to the network, comprising:

    a search keyword input page transmitting unit

transmitting a web page to a user's terminal apparatus, the web page containing a search keyword input field in which a keyword is input, the keyword causing an information searching apparatus

5   to search location information representing the location of content information on the network; and

a location unpublished information transmitting unit transmitting content information, of which the location on the network is unpublished,

10   to the user's terminal apparatus corresponding to a request issued by the user's terminal apparatus, when a keyword is input to the search keyword input field of the web page browsed on the user's terminal apparatus, the keyword causing the

15   information searching apparatus to search the location information of the content information of which the location on the network is unpublished.

9.   The information server as set forth in
20   claim 8,

wherein the content information whose location is unpublished is award entry information,

wherein an award entry keyword appears on the web page,

25   wherein the content information transmitted

from said location unpublished information transmitting unit contains a web page containing an entry keyword input field in which the entry keyword is input, and

wherein the information server further comprises

an accepting unit determining whether or not an award entry keyword that has been input in the entry keyword input field is the same as a search keyword that has appeared on a web page containing a search keyword input field and accepting an award entry when they are the same when the award entry is transmitted from the user's terminal apparatus through the network.

10. The information server as set forth in claim 9,

wherein said keyword input page transmitting unit changes the entry keyword whenever said keyword input page transmitting unit transmits a web page containing the search keyword input field.

11. A user's terminal apparatus, connected to a network, comprising:

a web page browsing unit browsing a web page

containing a search keyword input field in which a keyword is input, the keyword causing an information searching apparatus to search location information representing the location of content information of which the location on the network is unpublished; and

a search keyword transmitting unit transmitting the keyword that has been input in the search keyword input field to the information searching apparatus.

12. The user's terminal apparatus as set forth in claim 11,

wherein the content information whose location is unpublished is award entry information,

wherein an award entry keyword appears on the web page, and

wherein the user's terminal apparatus further comprises:

an entry keyword transmitting unit transmitting the keyword that has been input in the entry keyword input field to the network.

13. An information searching apparatus for searching location information that represents the

location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, comprising:

creating means for creating a database for
5   storing location information of predetermined content information of which the location on the network is unpublished; and

searching means for searching the database for a keyword that is input to a search keyword input
10   field of a predetermined web page browsed with the user's terminal apparatus.

14. An information server, connected to a network, for transmitting stored information to the
15   network, comprising:

search keyword input page transmitting means for transmitting a web page to a user's terminal apparatus, the web page containing a search keyword input field in which a keyword is input, the
20   keyword causing an information searching apparatus to search location information representing the location of content information on the network; and

location unpublished information transmitting means for transmitting content information, of
25   which the location on the network is unpublished,

to the user's terminal apparatus corresponding to a
request issued by the user's terminal apparatus,
when a keyword is input to the search keyword input
field of the web page browsed on the user's
5   terminal apparatus, the keyword causing the
information searching apparatus to search the
location information of the content information of
which the location on the network is unpublished.

10   15. A user's terminal apparatus, connected to
a network, comprising:
web page browsing means for browsing a web
page containing a search keyword input field in
which a keyword is input, the keyword causing an
15   information searching apparatus to search location
information representing the location of content
information of which the location on the network is
unpublished; and
search keyword transmitting means for
20   transmitting the keyword that has been input in the
search keyword input field to the information
searching apparatus.

16. An information searching method for
25   searching location information that represents the

location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, comprising:

    creating a database for storing location
5 information of predetermined content information of which the location on the network is unpublished; and

    searching the database for a keyword that is input to a search keyword input field of a
10 predetermined web page browsed with the user's terminal apparatus.

    17. A computer readable storing medium for storing an information searching program that
15 causes a computer to perform a control operation for searching location information that represents the location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, the information searching
20 program comprising:

    directing the computer to create a database for storing location information of predetermined content information of which the location on the network is unpublished; and

25   directing the computer to search the database

for a keyword that is input to a search keyword input field of a predetermined web page browsed with the user's terminal apparatus.

18. A computer data signal embodied in a carrier wave and representing an information searching program that causes a computer to perform a controlling operation for searching location information that represents the location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, the information searching program comprising:

directing the computer to create a database for storing location information of predetermined content information of which the location on the network is unpublished; and

directing the computer to search the database for a keyword that is input to a search keyword input field of a predetermined web page browsed with the user's terminal apparatus.